

## Record Series Review

**Series Title:** State Publications/Publication Development Files

**Archivist:**

Cait Burhans, August 2016

**Agency:**

Governor Rick Perry Texas Film Commission

**Agency Holdings and Contact:**

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**Obsolete or ongoing record series?**

Ongoing

**Description:**

Broadly, these records are web content created for the Texas Film Commission website and the Office of the Governor website, as well as a number of supporting technical files, files related to the design and development of web content, and other files related to web content. These records include a wide array of file types and record forms. This series consists of electronic records only, and includes three folders from the original Governor Rick Perry Texas Film Commission accession and one folder from the electronic records addendum.

The *Events* folder from the main accession contains a subfolder belonging to this series titled *OOG* (22 files; 351,564 bytes; .css, .htm, .jpg, .js, and .doc file types; dates are 2011). This subfolder includes images, style sheets, web page text, and other items that appear to have been used to represent certain TFC events on the Office of the Governor website.

The *Website* folder from the main accession contains a single subfolder, *~archive*, which contains a further eight subfolders (*2014 Snapshots*, *Content*, *Google Analytics*, *Hotline*, *HTML*, *Layout Graphics*, *OOG* and *Templates*) as well as 2262 unfolded files. In all, this folder contains 803 folders and 4554 files (1,150,470,704 bytes; .ai, .csv, .doc, .docx, .fdr, .gif, .htm, .ico, .jpg, .log, .msg, .odt, .p65, .pages, .pdf, .pmd, .png, .ps, .psd, .rtf, .thmx, .txt, .xls, .xlsx, .xml, and .zip file types; dates are 1999-2014). Most, if not all, of the unfolded files in the *Website* folder are duplicates of the foldered files. The *~archive* subfolder contains files composing and related to the TFC website and the TFC webpage on the Office of the Governor website. The *2014 Snapshots* subfolder contains screenshots of select webpages from the 2014 Texas Film Commission website. The *Content* subfolder contains a deeply nested folder hierarchy that appears to hold the content of the 2014 TFC website, including a site map, welcome blurb, Film Friendly Texas information, Texas Moving Image Incentive Program forms and information, Job Hotline forms and information, general production information for filmmakers, further resources for media industry in the state, and basic agency information. The *Google Analytics* subfolder includes Google analytics reports related to visitors to the TFC website primarily in

2008, with one keyword report from 2009. The *Hotline* subfolder includes instructional information on applying to be included on the job hotline, blank application forms, templates for responding to applicants, as well as completed and submitted application forms and accompanying screenplays. These forms can contain contact information for the production/event including phone numbers and email addresses, descriptive and production information about the production/event, a listing of cast and crew positions, or game industry job descriptions. For productions seeking cast or crew, a screenplay was included with the hotline application form. Although the file date for all of the submitted applications is 2008, the applications themselves indicate that they were received between about 2004 and 2008. The *HTML* subfolder contains primarily .gif files and one .png file of small images that are presumably included in the HTML for the TFC website. The *Layout Graphics* subfolder contains a deeply nested folder hierarchy of primarily .jpg images that appear to have been used in headers, footers, sidebars, banners, and other navigational elements of the TFC website layout. The *OOG* subfolder includes documents related to the representation of the TFC on a redesigned Office of the Governor website in 2008. The *Templates* subfolder contains a zip folder with .txt html files for the TFC website. There is a small amount of overlap in .jpg location/set photo images across this folder and the following two *Website* subfolders of *z Disposition pending* folders. Some of the images found in the addendum *Website* subfolder of *z Disposition pending* folder images are .tif versions (or larger .jpg files) of the main accession *Website* subfolder of *z Disposition pending* folder images.

The *z Disposition pending* folder contains a subfolder belonging to this series titled *Website* which contains 4,589 files (1,909,205,967 bytes; .avi, .css, .doc, .docx, .dwt, .gif, .htc, .htm, .html, .htx, .idc, .jpg, .js, .lnk, .mdb, .msg, .pdf, .png, .ps, .psd, .tab, .tif, .txt, .wmv, .wst, .xls, .xlsx, and .zip file types; dates are 1997-2015). This subfolder contains many 0 kb files, and a few larger files, without identified file types. The file names suggest that these files are likely technical elements of a web page, some of which may have accessible duplicates elsewhere in the records. This subfolder includes files composing and related to the TFC website. Most items date 1997-2009 and include Office of the Governor weekly web stats reports, short videos, basic production information for filmmakers, web layout elements, screenshots of the TFC website, regional economic impact chart, pages from the TPM, job hotline application forms, location and production photos, documents related to website revisions, documents related to a website redesign including mockups and rewrites, and documents related to website development. The folder also contains multiple copies of the Microsoft Access-based TPM database from production years 2002-2008 (file dates 2002-2015). As stated in the above paragraph, some .jpg files appear to be duplicates (both within this folder and across folders), and there are a number of 0 kb and 1 kb jpeg files that won't open.

Finally, the addendum contains a second *z Disposition pending* folder containing a *Website* subfolder with 686 files (1,434,131,915 bytes; .bmp, .doc, .gif, .jpg, .pdf, .psd, .tif, .txt, .vst, .xls, and .xlsx file types; dates are 1997-2009). This subfolder includes files composing and related to the TFC website. It contains location photos, a draft of web policies, a seemingly blank Excel spreadsheet, and website elements, site maps, flowcharts, outline and "roadmap." As stated in

previous paragraphs, some .jpg files are duplicates or higher quality versions of .jpg files in other folders.

According to Ms. Kelly at the Texas Film Commission, the *z Disposition pending* folder was created as part of her working files as a location for records that she believed had met their retention, whether they were slated for deletion or for archival transfer. Presumably this folder was reviewed by the creating agency, and files designated as archival were left in the *z Disposition pending* folder for archival transfer. It's unclear why some series of records exist both outside of and within the *z Disposition pending* folder. It's also unclear why both the original accession and the addendum contain *z Disposition pending* folders with slightly different content.

**Purpose of the series:**

The Texas Film Commission website relates to the prime function of the office, to support and promote media industries in the state of Texas, by acting as the main point of contact between the office and the public, and by linking to and providing guidelines for the many resources and programs that the Texas Film Commission administers or participates in. These files compose or otherwise relate to the TFC website.

**Agency Program:**

The governor of Texas is the chief executive officer of the state, elected by the citizens every four years. The Texas Film Commission (TFC) originated as a part of the Office of the Governor when it was created by Governor Preston Smith in 1971 [Executive Order, 62nd Texas Legislature]. It was meant to "encourage the development of the film-communication industry" in the state, and continues its original mandate by supporting and promoting media industries in Texas. It offers an array of resources and incentives, and has expanded to serve the film, television, commercial, animation, visual effects, and video games industries. In 1987, it joined the Texas Economic Development Commission under the Texas Department of Commerce. Along with the Texas Music Office, the TFC was returned to the Office of the Governor after Ann Richards became governor in 1991. In 2007, the Texas Moving Image Industry Incentive Program was created, giving the TFC the ability to award grants to films, television, commercials, and video games being produced in the state [House Bill 1634, 80th Legislature]. The same bill also created the Workforce Training Program and the Texas Moving Image Archive program, both under the supervision of the TFC. The TFC also administers the Film Friendly Texas program and the Temporary Use of State Property program, publishes the Texas Production Directory, and runs a job hotline listing cast, crew, and video game/animation positions.

**Arrangement:**

The records are currently arranged as received by the creating agency. It seems likely that this arrangement is not the original order, but was constructed shortly before the time the files were transferred to the Archives by pulling files from different locations and filing hierarchies and compiling them.

**Access Constraints:**

According to our electronic records specialist, certain files types in this series may be difficult to open: the .fdr (Final Draft), .pmd (Adobe Illustrator) and .vst (Visio Document) files all require less common proprietary software; in addition, the .idc files appear to function as database queries, but it's unclear which database they relate to, or if they function across all copies of the TPM database. This series also contains some 0 kb files.

**Use Constraints:**

Location photo image files do not contain any metadata indicating their copyright status, and may be protected under U.S. Copyright Law (Title 17 U.S.C.) However, the fact that most, if not all, of these photos were displayed on the TFC webpage indicates that copyright issues may not be a concern. In addition, screenplays submitted to the TFC along with job hotline applications are the intellectual property of their creators, not the TFC, and likely also carry copyright-related use restrictions as 3<sup>rd</sup> party proprietary items.

**Indexes or finding aids required for/or an aid to access?**

No.

**Problems:**

The main problem presented by this series, and most series in the Governor Rick Perry Texas Film Commission records, is the lack of meaningful folder hierarchies to indicate relationships between records, due to the artificially constructed nature of folder structure. The agency contact has tentatively expressed that she believed that only a limited folder hierarchy (perhaps 2 layers deep) could be submitted for archival ingest, which may explain why any original order past that point seems to have been lost. In addition, file names are not consistent and do not provide much information about the files.

**Known related records in other agencies:**

None.

**Previous destructions:**

None.

**Publications based on records:**

None.

**Internet pages based on records:**

Archived TFC websites available via TRAIL

[https://wayback.archive-it.org/414/\\*/http://www.governor.state.tx.us/film](https://wayback.archive-it.org/414/*/http://www.governor.state.tx.us/film)

**Series data from agency schedule: or Equivalent series from state Records Retention Schedule:**

Title: State Publications

Series item number: 1.3.001

Agency item number: 127  
Archival code:  
Retention: AC+5

Title: Publication Development Files  
Series item number: 1.3.002  
Agency item number: 128  
Archival code: A

Archives note: Background material that is published by online or other sources is not archival, per TSLAC, May 2014.  
Retention: AV

**Texas Documents Collection holdings:**  
None.

**Archival holdings of related records:**

Governor George W. Bush Texas Film Commission records, 1995-2000, undated, bulk 1999-2000, 0.8 cubic ft. [These records are located at the George W. Bush Presidential Library in Dallas, Texas.]

Texas Film Commission, Photographic media of Texas film locations, 1970-2000, 80 cubic ft. [There is no finding aid for this unprocessed collection. Call numbers are 2013/101-1 thru 76 and 2014/079-1 thru 4.]

**Gaps in the records:**  
None.

**Appraisal Evaluation and Recommendation:**

This record series is spread across several folders and, for the most part, divorced from its original context. Files seem to fall into several broad categories: an assortment of technical elements that, taken together, compose (likely various versions of) the TFC webpage; content included on the TFC website, such as photographs, forms, and documents outlining guidelines and policies related to TFC programs; the Job Hotline applications and screenplays that were solicited through the website and, in the case of the applications, used to post listings on the website; reports on use statistics of the website; files relating to the development and design of the website; and copies of the TPM database. With the exception of the subfolders in the *~archives* subfolder of the *Website* folder, no folder hierarchy exists to separate these files in a meaningful way. This variance in file types and functions, and the lack of organization to make sense of them, complicates the appraisal of these records.

It is also important to note that TRAIL holds archived versions of the TFC website throughout Perry's term which appear to be complete and functional outside of the TPM features and Job Hotline updates.

One way of approaching the appraisal decision is to consider which items belong in the State Publications series (with no archival requirement), and which belong in the Publication Development Files series (which requires archival transfer). Angela Ossar, Records Management Officer for the Office of the Governor, has confirmed that she would classify an office's website files as one of these two series, although it's an "imperfect classification."

The technical scripting and layout files, taken together with the content that is directly represented on the website (images, text, forms) and the website screenshots, are the most likely candidates for the State Publications series classification, since they compose a publicly available product distributed by the TFC. They might also be considered the least valuable of these "website" records, since archived versions of the website have already been preserved and made publicly available through TRAIL. Finally, the absence of context or folder hierarchies means that it would be difficult or impossible to reconstruct a working website using the records as they currently exist—at the most basic level, there is no indication of which items belong to which version of the website for most files outside of the Website\~archive\Content subfolder.

The forms and guidelines related to Job Hotline listings might be classified as State Publications, but the completed applications and screenplays that accompany them don't belong to either State Publications or Publication Development Files. The Office of the Governor Records Retention Schedule doesn't seem to have a series that specifically addresses this type of record; the only TFC-specific series are Film Office – Project Information, Film Office – Location Photo Library, and Film Office – Donated Location Photos. Most other series on the Office of the Governor Records Retention Schedule related to applications submitted to various programs have no archival requirement. The screenplays also present a significant 3<sup>rd</sup> party intellectual property issue. While these records do provide evidence of the TFC's work in managing one of its successful public services (the Job Hotline), the records' content is incomplete—they only span about 4 years of Perry's 15-year term—and of transitory use. On the other hand, one might argue that these job hotline submissions are publication development files if one considers the Job Hotline web pages to be state publications, since the data submitted via these applications was used to post Job Hotline listings on the website.

The user statistics/Google analytics reports found in these records are another category that doesn't seem to have a corresponding records series designation in the retention schedule. They might very broadly be classified as Publication Development Files under the language "background material" in the series description. However, the records may not be particularly worth preserving for a number of reasons. They do not present web stats collected on a regular basis, or spanning a significant period of time. There is no evidence that they were ever used as part of a larger report or effort to develop the website, although it is certainly possible that they were used to give direction to a website redesign at some point. In addition, tracking web use statistics is only very tangentially related to the main functions of the agency.

The TPM databases included in these "website" folders should be considered part of the Databases and Information Systems series as described in a separate records series review

document, and should fall under the same appraisal criteria as that series of records. However, these databases found in the “website” folders do open in Microsoft Access, and do contain accessible information. These databases were used to display TPM information on the TFC website.

Finally, there are a number of records that are clearly Publication Development Files, and should be preserved as archival. These include files related to TFC and Office of the Governor website revision, redesign and development.

Ultimately, the appraisal decision revolves around the proper series classification for various record types found in these “website” folders, and the archival value of those without clear series classifications. The State Publications series should not be preserved at the archives. The Publication Development Files series requires archival retention. The Job Hotline material and Google analytics reports don’t fall neatly into any existing records series, and appear to be of little evidential or research value. Archival retention may not be necessary.

\*\*See Addition to Appraisal Evaluation and Recommendation document for further recommendations.

**Final appraisal decision: (to be added after the report has been reviewed by the appraisal committee)**

This “series” actually consists of files that could be classified as belonging to several different series—it is presented all together as State Publications/Publication Development files because that is how the creating agency and the Office of the Governor records manager viewed it. Due to the complexity of the series, it is necessary to look at the files as they are currently organized, subfolder by subfolder, to determine proper series classifications based on the Office of the Governor records retention schedule, and appraisal recommendations based on those classifications. Comments from both rounds of appraisal committee review are reflected.

- The *Website* folder from the main accession contains a single subfolder, *~archive*, which contains a further eight subfolders (*2014 Snapshots*, *Content*, *Google Analytics*, *Hotline*, *HTML*, *Layout Graphics*, *OOG* and *Templates*) as well as 2262 unfolded files.
  - The *Website\~archive\2014 Snapshots* subfolder contains screenshots of select web pages from the Texas Film Commission website. These records were saved on December 23, 2014. TRAIL crawls of the same web pages exist for November 17, 2014. While some ephemeral information may be slightly different in the screenshots, such as rotating banner images and announcements, these records for the most part represent information that is readily available through TRAIL. As the clearest instance in these records of a straightforward depiction of a version of a “published,” complete information resource, these records are classified as State Publications. They are not considered archival; the TRAIL capture is considered to be sufficient.

- The *Website\~archive\Content* subfolder contains a deeply nested folder hierarchy that appears to hold the content of the 2014 TFC website, including a site map, welcome blurb, Film Friendly Texas information, Texas Moving Image Incentive Program forms and information, Job Hotline forms and information, general production information for filmmakers, further resources for media industry in the state, and basic agency information. This set of records relates directly to those in the previous folder—they are simply the component parts of the website that those screenshots captured. Ultimately, these files are not considered archival. They are considered State Publications (a series with no archival requirement), as they are publicly available through the format of the TRAIL website captures. While it may be true that the files considered individually might be classified as belonging to various series with archival requirements, this would both ignore their context, and on a practical level, would require an unrealistic amount of processing time in order to individually review, and classify each file, and compare it against files in other series in the records to avoid duplicates. In theory, documents or other content contained within the TFC web pages that might be archival should be saved elsewhere in the agency's records.
- The *Website\~archive\Google Analytics* subfolder includes Google analytics reports related to visitors to the TFC website primarily in 2008, with one keyword report from 2009. These files are classified as Agency Performance Measure Documentation or as Reports & Studies (non-fiscal)-Raw Data, both of which are not archival.
- The *Website\~archive\Hotline* subfolder includes instructional information on applying to be included on the job hotline, blank application forms, templates for responding to applicants, as well as completed and submitted application forms and accompanying screenplays. These forms can contain contact information for the production/event including phone numbers and email addresses, descriptive and production information about the production/event, a listing of cast and crew positions, or game industry job descriptions. A portion of these files consists of content included on the Job Hotline web pages. These files follow the appraisal decision for the *Website\~archive\Content* subfolder above, and are not considered archival. The remainder of the files consists of submitted forms and documents solicited by these web pages. These types of files are properly classified as either General Correspondence or Film Office-Project info, both of which have no archival requirement.
- The *Website\~archive\HTML* subfolder contains primarily .gif files and one .png file of small images that are presumably included in the HTML for the TFC website. These files are best classified as Publication Development Files, but have been appraised as having no archival value. They will not be retained.



- The *Website\~archive\Layout Graphics* subfolder contains a deeply nested folder hierarchy of primarily .jpg images that appear to have been used in headers, footers, sidebars, banners, and other navigational elements of the TFC website layout. These files are best classified as Publication Development Files, but have been appraised as having no archival value. They will not be retained.
- The *Website\~archive\OOG* subfolder includes documents related to the representation of the TFC on a redesigned Office of the Governor website in 2008. It contains a further subfolder, *Final Docs*, containing documents with content directly represented on the TFC webpage of the OOG website. This subfolder follows the appraisal decision of the *Website\~archive\Content* subfolder; these files are classified as State Publications with no archival value. However, the files left unfolded outside of *Final Docs* include correspondence, drafts, and background material related to the OOG website redesign, and are classified as Publication Development Files. Since they do not directly document the main functions of the office, they have been appraised as non-archival and will not be retained.
- The *Website\~archive\Templates* subfolder contains a zip folder with .txt scripting files for the TFC website. These files are best classified as Publication Development Files, but have been appraised as having no archival value. They will not be retained.
- The unfolded files in the *Website\~archive* subfolder appear to be duplicates of the foldered files. It will be confirmed that these files are, in fact, duplicates, and they will not be retained.
- The *OOG* subfolder within the *Events* folder from the main accession contains images, style sheets, web page text, and other items that appear to have been used to represent certain TFC events on the Office of the Governor website. It contains file types similar to the *Website\~archive\OOG\Final Docs* subfolder and the *Website\~archive\Content* subfolder, and follows the appraisal decision for those folders. These files considered State Publications with no archival requirement. It also includes a number of technical files, which are considered Publication Development Files with no archival value, not to be retained.
- The *Website* subfolder of the *z Disposition pending* folder of the main accession includes files composing and related to the TFC website. Most items date 1997-2009 and include Office of the Governor weekly web stats reports, short videos, basic production information for filmmakers, web layout elements, screenshots of the TFC website, regional economic impact chart, pages from the TPM, job hotline application forms, location and production photos, documents related to website revisions, documents related to a website redesign including mockups and rewrites, and documents related to website development. The folder also contains multiple copies of the Microsoft Access-

based TPM database from production years 2002-2008 (file dates 2002-2015). It contains many 0 kb files, and a few larger files, without identified file types. The file names suggest that these files are likely technical elements of a web page, some of which may have accessible duplicates elsewhere in the records. Some .jpg files appear to be duplicates (both within this folder and across folders), and there are a number of 0 kb and 1 kb jpeg files that won't open. This subfolder appears to hold similar types of files to the *Website\~archive* subfolder, but lacks the internal hierarchy to help make sense of the material. Because of these similarities, the same appraisal decisions from the *Website\~archive* subfolder are applied to these files. A great many of these files fall under the record types considered State Publications, including screenshots, web content, and technical scripting and display files. As State Publications, these files will not be retained. Some technical element files are Publication Development Files appraised as having no archival value. The weekly web stat reports are comparable to the Google Analytics reports in the *Website\~archive\Google Analytics* subfolder, and are classified as Agency Performance Measure Documentation or as Reports & Studies (non-fiscal)-Raw Data, both of which are not archival. There are also a number of files that are Publication Development Files, including the files related to web revisions, redesigns, development, and drafts of content. Since they do not directly document the main functions of the office, they have been appraised as non-archival and will not be retained.

- The TPM databases included in this subfolder were likely included with these files because they were used on the back end of the website in displaying TPM information online; however, the website module meant to provide access to this information does not seem to be functional on the website versions archived in TRAIL. Until we have a working copy of FileMaker Pro installed, these are also the only accessible copies of TPM databases anywhere in the Governor Perry TFC records. It is recommended that these databases be retained in keeping with the appraisal committee's recommendation for other TPM databases.
- The Governor Perry electronic records addendum also contains a second *Website* subfolder of a *Disposition pending* folder that includes files composing and related to the TFC website. The majority of files are photographic images likely used as content on various web pages. These images should be saved in the TFC location photos (which have a separate retention requirement and were not accessioned with the Perry TFC records). Other files include a draft of web policies, a seemingly blank Excel spreadsheet, and website elements, site maps, flowcharts, outline and "roadmap." Some .jpg files are duplicates or higher quality versions of .jpg files in other folders. These files all fall into the State Publications (no archival requirement) or Publication Development Files series, as established previously. The technical files and website planning/development files that are classified as Publication Development Files have no archival value and will not be retained.

## **Addition to Appraisal Evaluation and Recommendation—State Publications/Publication Development Files:**

This addition to the original appraisal evaluation and recommendation will look at the files as they are currently organized, subfolder by subfolder, to suggest possible series classifications based on the Office of the Governor records retention schedule, and appraisal recommendations based on those classifications. When available, comments from the first round of appraisal committee review will be noted and taken into account.

- The *Website* folder from the main accession contains a single subfolder, *~archive*, which contains a further eight subfolders (*2014 Snapshots*, *Content*, *Google Analytics*, *Hotline*, *HTML*, *Layout Graphics*, *OOG* and *Templates*) as well as 2262 unfolded files. This is a good place to begin—as the only folder that contains meaningful, organized subfolders, it may help to shape appraisal recommendations for the remainder of the material in this “series.” Each of the subfolders, as well as the unfolded files, will be treated separately below.
  - The *Website\~archive\2014 Snapshots* subfolder contains screenshots of select web pages from the Texas Film Commission website. These records were saved on December 23, 2014. TRAIL crawls of the same web pages exist for November 17, 2014. While some ephemeral information may be slightly different in the screenshots, such as rotating banner images and announcements, these records for the most part represent information that is readily available through TRAIL. It is recommended that these be classified as State Publications—this is the clearest instance in these records of a straightforward depiction of a version of a “published,” complete information resource; if the committee’s decision is that website component and technical files should not be classified as State Publications just because they come together to compose web pages, it could still be argued that screenshots (and fully operational versions of websites, in theory) fall properly under the State Publications umbrella. If that classification is applied, these files do not have archival value and should not be retained.
  - The *Website\~archive\Content* subfolder contains a deeply nested folder hierarchy that appears to hold the content of the 2014 TFC website, including a site map, welcome blurb, Film Friendly Texas information, Texas Moving Image Incentive Program forms and information, Job Hotline forms and information, general production information for filmmakers, further resources for media industry in the state, and basic agency information. This set of records relates directly to those in the previous folder—they are simply the component parts of the website that those screenshots captured. Folders containing these types of files also exist elsewhere in this “series,” so this appraisal decision should logically extend to those folders as well. Some appraisal committee comments advocate that these files be classified as Publication Development Files and be retained. The OOG records retention schedule defines the Publication

Development Files series as “background material, copy (drafts), original artwork, photo negatives, prints, flats, etc. Includes all work performed both inside and outside the agency,” with an archives note stipulating that background material is not archival if it is published by online or other sources. These records do not appear to meet that definition—they would be better defined as State Publications: “Information in any format that is produced by the authority of or at the total or partial expense of a state agency or is required to be distributed under law by the agency, and is publicly distributed.” If the committee’s decision is that state agency web files such as these should not be classified wholesale as State Publications (or wholesale as Publication Development Files, as was likely done to this “series” by the TFC) and should instead be classified into several different series by looking at each individual file outside of its context as web content, then each file in this subfolder would need to be opened and individually assigned to a series, some of which might be archival. Note that even if some of the “content” files were classified under an archival series, they would already be publicly available through the archived TRAIL websites. This would also set a precedent that would put the onus on state agencies transferring these kinds of web files to us in the future to perform the same item-level evaluation of those files, unless we are willing to accept that we will be accessioning files that will then require item level appraisal and processing by a TSLAC archivist. This may not be realistic, especially in terms of time. It is recommended that web files consisting of screenshots, individual components of web page content, and technical files related to scripting and display of web pages be classified as State Publications, a series with no archival requirement. However, this is an issue that warrants more in-depth discussion by the appraisal committee.

- The *Website\~archive\Google Analytics* subfolder includes Google analytics reports related to visitors to the TFC website primarily in 2008, with one keyword report from 2009. The first round of appraisal committee comments agreed that this subfolder should not be retained. The appraisal committee has previously suggested that these files might be properly classified as Agency Performance Measure Documentation or as Reports & Studies (non-fiscal)-Raw Data, both of which are not archival.
- The *Website\~archive\Hotline* subfolder includes instructional information on applying to be included on the job hotline, blank application forms, templates for responding to applicants, as well as completed and submitted application forms and accompanying screenplays. These forms can contain contact information for the production/event including phone numbers and email addresses, descriptive and production information about the production/event, a listing of cast and crew positions, or game industry job descriptions. A portion of these files consists of content included on the Job Hotline web pages. As discussed above, it is recommended that these kinds of web content files be considered State

Publications with no archival requirement. The remainder of these files consist of submitted forms and documents solicited by these web pages. The appraisal committee has previously suggested that these types of files might properly be classified as either General Correspondence or Film Office-Project info, both of which have no archival requirement.

- The *Website\~archive\HTML* subfolder contains primarily .gif files and one .png file of small images that are presumably included in the HTML for the TFC website. It is recommended that these be classified as State Publications with no archival requirement. No series in the OOG records retention schedule has been located that applies specifically to these kinds of technical files, which is perhaps another argument in favor of considering them State Publications.
- The *Website\~archive\Layout Graphics* subfolder contains a deeply nested folder hierarchy of primarily .jpg images that appear to have been used in headers, footers, sidebars, banners, and other navigational elements of the TFC website layout. Like the subfolder above, it is recommended that these be classified as State Publications with no archival requirement.
- The *Website\~archive\OOG* subfolder includes documents related to the representation of the TFC on a redesigned Office of the Governor website in 2008. It contains a further subfolder, *Final Docs*, containing documents with content directly represented on the TFC webpage of the OOG website. This subfolder should follow the appraisal decision of the *Website\~archive\Content* subfolder; it is recommended that these files be classified as State Publications with no archival requirement. However, the files left unfolded outside of *Final Docs* include correspondence, drafts, and background material related to the OOG website redesign, and should be classified as Publication Development Files and retained.
- The *Website\~archive\Templates* subfolder contains a zip folder with .txt scripting files for the TFC website. It is recommended that these be classified as State Publications with no archival requirement.
- Finally, the unfolded files in the *Website\~archive* subfolder appear to be duplicates of the foldered files. It is recommended that these be disposed of. However, it will take a bit of extra processing work to confirm that all of these files are duplicates—use of the Karen’s Directory Printer software makes this a less laborious process than it might otherwise be.
- The *OOG* subfolder within the *Events* folder from the main accession contains images, style sheets, web page text, and other items that appear to have been used to represent certain TFC events on the Office of the Governor website. It contains file types similar to the *Website\~archive\OOG\Final Docs* subfolder and the *Website\~archive\Content*

subfolder, and should follow the appraisal decision for those folders. It also includes a number of technical files, and should follow the appraisal decision for those file types as applied elsewhere. It is recommended that these files be considered State Publications with no archival requirement.

- The *Website* subfolder of the *z Disposition pending* folder of the main accession includes files composing and related to the TFC website. Most items date 1997-2009 and include Office of the Governor weekly web stats reports, short videos, basic production information for filmmakers, web layout elements, screenshots of the TFC website, regional economic impact chart, pages from the TPM, job hotline application forms, location and production photos, documents related to website revisions, documents related to a website redesign including mockups and rewrites, and documents related to website development. The folder also contains multiple copies of the Microsoft Access-based TPM database from production years 2002-2008 (file dates 2002-2015). It contains many 0 kb files, and a few larger files, without identified file types. The file names suggest that these files are likely technical elements of a web page, some of which may have accessible duplicates elsewhere in the records. Some .jpg files appear to be duplicates (both within this folder and across folders), and there are a number of 0 kb and 1 kb jpeg files that won't open. This subfolder is particularly difficult to appraise because of its lack of organization. It appears to hold similar types of files to the *Website\~archive* subfolder, but lacks the internal hierarchy to help make sense of the material. Because of these similarities, some of the same appraisal recommendations from the *Website\~archive* subfolder should be carried over to these files. A great many of these files fall under the record types recommended to be considered State Publications, including screenshots, web content, and technical scripting and display files. As State Publications, these files will not be retained. The weekly web stat reports are comparable to the Google Analytics reports in the *Website\~archive\Google Analytics* subfolder, and should follow the recommendation that they be classified as Agency Performance Measure Documentation or as Reports & Studies (non-fiscal)-Raw Data, both of which are not archival. There are also a number of files that are clearly Publication Development Files and should be retained, including the files related to web revisions, redesigns, development, and drafts of content. Unfortunately, this subfolder will require more detailed review to sift through all of the unfolded files to locate these Publication Development Files.
  - The TPM databases included in this subfolder raise another set of questions. They are likely included with these files because they were used on the back end of the website in displaying TPM information online; however, the website module meant to provide access to this information does not seem to be functional on the website versions archived in TRAIL. Until we have a working copy of FileMaker Pro installed, these are also the only accessible copies of TPM databases anywhere in the Governor Perry TFC records. It is recommended that these databases be retained in keeping with the appraisal committee's recommendation for other TPM databases (see the Databases and Information Systems series report for more details on other TPM databases and records.) It is

unclear from the comments on the appraisal report for that series whether these databases are to be considered Publication Development Files, or Databases and Information Systems that we are choosing to keep despite the absence of an archival requirement. It is recommended that these TPM databases be considered Publication Development Files with an archival requirement. They should be kept in the context of the web files, but a note can be made in the finding aid linking this group of databases to the other TPM database material retained elsewhere in the records.

- The Governor Perry electronic records addendum also contains a second *Website* subfolder of a *z Disposition pending* folder includes files composing and related to the TFC website. It contains location photos, a draft of web policies, a seemingly blank Excel spreadsheet, and website elements, site maps, flowcharts, outline and "roadmap." As stated previously, some .jpg files are duplicates or higher quality versions of .jpg files in other folders. It is recommended that the locations photos, which were likely web page content, and any technical web elements, be considered State Publications with no archival requirement. The remainder of the files could be considered Publication Development Files, and should be retained.